

Subject: Lynn @ Small Business Saturday - Laura Hill South Park BID
Date: Thursday, October 22, 2015 8:33:43 AM Pacific Daylight Time
From: Lynn Bunim
To: Laura Hill

Laura

Glad your kits are on the way. What is referenced is the shopping bags, etc.

What you are still not signed up for is the Small Business Saturday Coalition. Small Business Saturday operates two complementary programs....that work like two sides of a coin. One part is AmEx which brings you the bags and other goodies. We the Coalition are the other side that will bring you all the communications in a turnkey fashion. Please see the overview of what we provide.

Laura, I do hope you will sign up for the Coalition...and give our communications/toolkit a try!

The **Small Business Saturday Coalition** helps organizations to amplify the shop small message in the community. The **Coalition** will be sharing news and information with you throughout the fall to help you understand and amplify how merchants, consumers and communities can engage in support of local small businesses on Small Business Saturday. The Coalition stands by to help support as much as possible to navigate all of the amazing resources that are available in an effort to make Small Business Saturday 2015 the biggest ever! See the Playbook flyer for more details. **You may use this link to sign up for the Small Business Saturday Coalition:** <http://wipp.force.com/SmallBusinessSaturday>

As always, come back if I am not helping you to understand the two part/two sign up nature of Small Buisness Saturday.

Kindly,
Lynn

From: Laura Hill [mailto:laura@southpark.la]
Sent: Wednesday, October 21, 2015 4:21 PM
To: Lynn Bunim <lbunim@wipp.org>
Subject: FW: Your Small Business Saturday Event Kit is on its way!

Lynn,

It looks as though we are already receiving a kit in the mail. Is this the same one you were referencing in regard to the Coalition?

Best,
LH

Laura Hill
Communications and Policy Manager



South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425

Check out our new website: www.southpark.la
fb.com/southparklosangeles | [@southparkla](https://twitter.com/southparkla)
24/7 DISPATCH: 866-560-9346

From: Small Business Saturday Team at American Express <ShopSmall@e.americanexpress.com>

Reply-To: "ShopSmall@e.americanexpress.com" <ShopSmall@e.americanexpress.com>

Date: Wednesday, October 21, 2015 3:04 PM

To: Laura Hill <laura@southpark.la>

Subject: Your Small Business Saturday Event Kit is on its way!

FOUNDING PARTNER



View this email on the [Web](#).



YOUR MERCHANDISE IS COMING!

Your Small Business Saturday[®] Event Kit should arrive in 4 - 8 business days. You can check the status of your order with the FedEx tracking number(s) below:

[957081135104619](#)

[957081135104626](#)

Once your merchandise arrives, use it to support your event. To build excitement for the day, you can share pictures of how you're using the merchandise using #ShopSmall.

To draw an even bigger crowd, create your event on Eventbrite.

[Create an Event](#)

For any questions about your merchandise, please see the [Merchandise FAQs](#).

Order Number: A2870



Thanks to FedEx for shipping your
Shop Small merchandise to you free of charge.

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